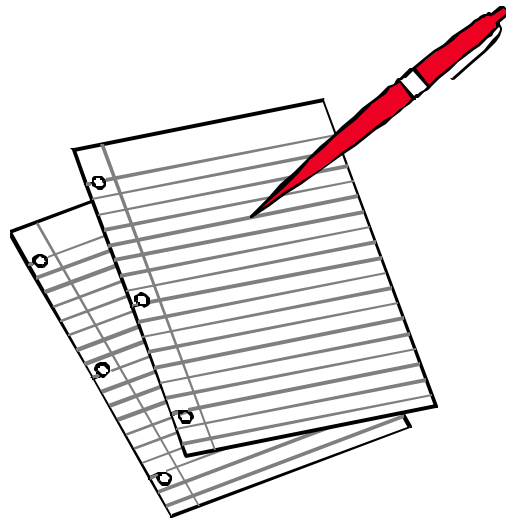


Module 7:

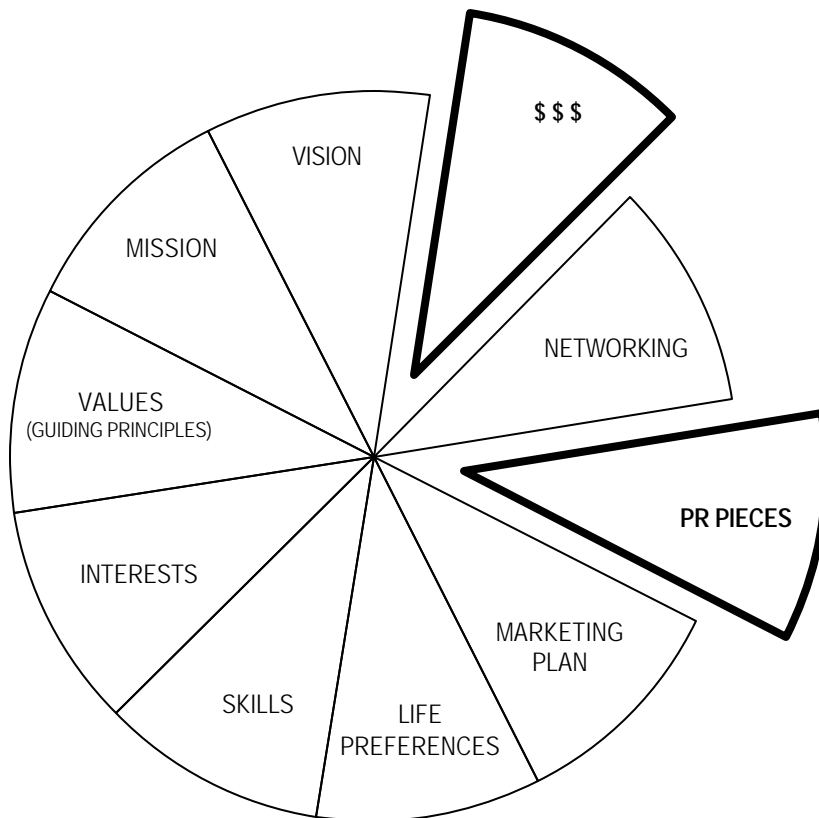
Written Marketing Tools



Module 7:

Written Marketing Tools

CAREER PLAN



Career Plan

During your job search you will be going out to employers and selling a product, YOU. To do this successfully you must develop a plan. Developing a Career Plan may help you understand how your successful job search and starting up a successful new business are related.

When a new business is started the owner develops a plan. She/He decides on a vision and goals, looks at the product closely, evaluating strong and weak points, researches the market, assesses finances and develops a marketing plan. Finally, the owner goes into business, actually selling the product through the written and verbal advertising. These components make a successful business. They also make a successful job search!

In the Career Plan model we will complete all the steps necessary to guide you to the job that is right for you. You may also gain insights that allow you to keep your life in balance.

Vision – The plan. How you see your complete life – what you want for yourself.

Mission – How you want to live your life, your goals and how you will reach them.

Values – The guiding principles of your life.

Interest – What you enjoy doing, at work and at home.

Skills – Abilities that enable you to accomplish a task.

Life Preferences – Choices we would make, given the opportunity.

Marketing Plan – Specific goals you want to accomplish and the steps you need to take to attain these goals.

Public Relations (PR) Pieces – The written and verbal communication pieces you use to advertise yourself.

Networking – Informal and formal links between yourself and successful employment, as well as the research necessary to develop some of the links.

\$ \$ \$ – Balancing the finances in your life and looking at ways to ensure you can support your vision.

Each module will help you develop a piece of a winning job search. As you progress in your job search you may want to attend other modules to develop all parts of your plan, working towards obtaining the position that supports your vision and goals.

Agenda

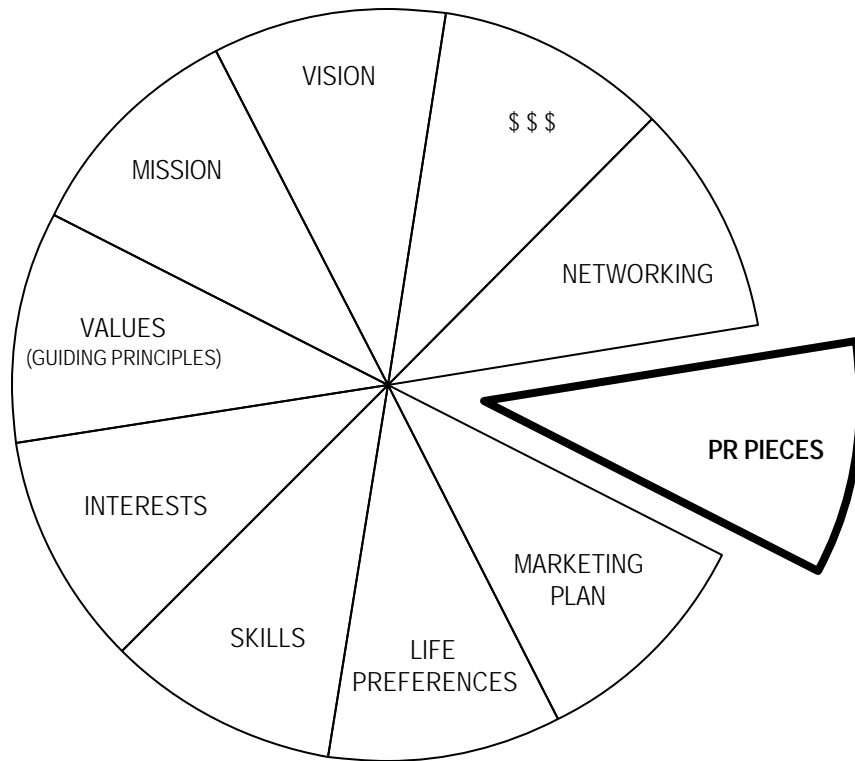
- Introduction
- Career Catalog
- How to Find a Job
- Job Applications
- **Ex:** Completing a Job Application
- Resumes
- **Ex:** Developing a Draft Resume
- Cover Letters
- **Ex:** Developing a Draft Cover Letter
- Electronic Communication
- Resume Follow-ups
- Summary
- Evaluation

Objectives

At the end of this module, you'll be able to:

- Complete a job application.
- Develop an effective resume.
- Develop an effective cover letter.
- Follow up on a resume.

Career Plan



An important part of your public relations pieces is your written marketing tools. All good businesses want to look professional, so they're taking time to ensure that the advertising they develop is clear and directed toward their customer. Career Plan is no exception. For you this will be your applications, resumes, cover letters, and thank you notes. Often this is all your customer (the employer) sees when he/she is making a decision.

How to Find a Job

Go to the FSC.

Check the Transition Bulletin Board.

Check with the state employment center.

Found through the Internet at www.dmdc.osd.mil/ot

QOL Mall (www.lifelines4QOL.org).

Answer ads in the _____ or professional or trade journals.

Search the _____.

Ask your friends or family (network).

Private Sector Job Application for Employment

AN EQUAL OPPORTUNITY EMPLOYER M/F/D/W

PLEASE PRINT ALL INFORMATION

Applicant's Social Security Number _____ Date _____

Applicant's Name _____
(LAST NAME, FIRST NAME, MIDDLE INIT.)

Street Address _____ Apt. _____
(NUMBER) (STREET NAME)

City _____ State _____ ZIP _____

Home Tele. # _____ Message Tele. # _____
(AREA) (NUMBER) (AREA) (NUMBER)

1. Date you can start _____

2. Are you now employed ☐ Yes ☐ No 5. May we contact your present employer? ☐ Yes ☐ No

APPLICANT NOTE: Your job offer may be conditional upon the satisfactory results of a medical exam.

3. Education

High School	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
Trade, Technical or Vocational School	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
University or College	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
University or College	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		

4. Certificates and Licenses:

5. Former employers: (List present or most recent employer first.)

From Mo. Yr.	Company Name	Telephone	Title Held
To Mo. Yr.	Company Address		Salary or Wage \$ _____ per
Reason for Leaving			
Description of your Duties (in order of importance)			
From Mo. Yr.	Company Name	Telephone	Title Held
To Mo. Yr.	Company Address		Salary or Wage \$ _____ per
Reason for Leaving			
Description of your Duties (in order of importance)			

6. Foreign Language (Check appropriate spaces)

LANGUAGE _____ SPEAK: Slight ☐ Fair ☐ Good ☐ Fluent ☐ READ: Slight ☐ Fair ☐ Good ☐ Fluent ☐LANGUAGE _____ SPEAK: Slight ☐ Fair ☐ Good ☐ Fluent ☐ READ: Slight ☐ Fair ☐ Good ☐ Fluent ☐

7. References

Name	Title	Address	Phone Number

8. Additional Information

The information requested on the application for will be used either to determine the applicant's qualifications for the particular employment sought or for the Company's record keeping and statistical systems. It will not be used for purposes of discouraging employment or reducing employment opportunities because of race, color, religion, sex, age, national origin or disability.

I understand and agree that, if considered for employment, the statements made in this application and my employment and personal history may be subject to investigation.

Signature: _____ Date: _____

Job Application Guidelines

- Ask for a second copy of the application.
- Read whole application first.
- Read each question carefully.
- Include accurate information.
- Relate work experience to the position you're applying for.
- Neatly print or type your responses.
- Include your volunteer work.
- Write N/A for questions that are not applicable to you.
- Proofread.
- Identify references.

Chronological Resume

Advantages:

- There is a logical flow, making it easy to _____.
- Highlights _____ employment.
- Emphasizes _____ progression.
- Less _____ consuming to prepare.

Disadvantages:

- Emphasizes _____ in employment.
- Highlights frequent _____ changes.
- De-emphasizes _____ and accomplishments.

What To Include In A Chronological Resume

Work History

1. Job _____.
2. _____ of employees.
3. _____ of employment.
4. _____ work.
5. Job _____.
6. Job _____.

Post High School Education

7. Type of _____.
8. Name of the _____ attended.
9. Major.
10. Year the _____ was received.
11. Relevant _____.
12. _____ school.
13. Certificates.

RENEE SUMMER

11223 SOUTH SHORE ROAD, RESTON, VA 22090 (703) 437-3748

OBJECTIVE: Position as Vice President of Marketing at DelRay, Inc.

Innovative self-starter with accelerated growth in Sales, Marketing and Management. Strong organizer with 12 years experience delivering projects and programs while meeting demanding objectives and budgets. Outstanding record for developing professional relationships with decision-makers.

AREAS OF EXPERTISE: *Business Development.. Sales.. Contract Management Negotiations.. Market Plan Development.. Public Relations.. Training Strong Public Speaking and Writing Skills*

PROFESSIONAL EXPERIENCE:

GENERAL MANAGER **Corporate America, Reston, VA** 1997–present

Managed overall operations of a service company. Administered company resources, developed policies to support existing clients, expanded business base, increased productivity and met financial goals. Hired and supervised a great team which surpassed industry standards.

Achievements:

- Reversed losses of \$20,000 per month within 10 weeks of being hired. Increased revenues to \$1.2 million in 18 months.
- Tripled service income through staff training. Industry standard was 20% of revenues, Corporate America maintained 35%.
- Recommended and managed major expansion, adding 45% to facility within 8 months of being hired.

Professional Speeches:

- “Retaining Clients,” October 1988, National Association of Executive Suite Owners.
- “Service Management, A Contradiction in Management Theory,” November 1988, Virginia and Maryland Business Women Owners.

CONSULTANT **The Summer Group, Reston, VA** 1996–1997

Advised 3 Corporate Directors on marketing strategies for 4 of their companies, which included competitive and industry analysis, new program and business development, and marketing communications.

Achievement:

- Within 11 months, hired as General Manager of Corporate America by the Directors.

Renee Summer, Page 2

COMMUNICATIONS AND SALES INTERN Communications Galore, Arlington, VA
1995–1996

Negotiated paid and intern positions in radio, television and print media to increase technical skills.
Provided additional income through sales positions.

Achievements:

- Wrote, produced and aired radio advertisement for IBM.
- Assistant producer for Pennzoil public affairs video release.
- Top Sales Performer with bonus from Oscar de La Renta.

VISITOR OFFICER American Embassy, Bangkok, Thailand 1992–1994

Member of the ambassador's emergency team coordinating humanitarian relief for 100,000 starving Cambodian refugees in 1980. Met and briefed Congressional, State Department and private sector visitors to enlist immediate funding and support. Monitored field officer activities. Traveled extensively on short notice.

Achievements:

- State Department Superior Honor Award
- Letter of commendation from the ambassador

Also volunteered to coordinate special fund-raising projects for the ambassador and his wife.

Special Honor:

- Presented to the crown princess of Thailand

DIRECTOR OF SALES Boar's Head Inn, Charlottesville, VA. 1989-1991

Managed all sales, special event and promotional activities for a 4-star resort. Supervised Sales Representatives.

Achievements:

- Promoted to Director of Sales within 8 months of employment.
- Named "Young Career Woman of the Year," Va. Federation of Business and Professional Women's Clubs, Albemarle County.

INSTRUCTOR OF ENGLISH AND SPEECH Ecuador, South America 1988–1989

Taught English, English as a second language and social sciences to international students.
Supervised two American student teachers.

EDUCATION

B.S., Speech Education, Ithaca College 1973

Combination Resume

Advantages:

- Highlights the most relevant skills and _____.
- De-emphasizes a work history with less relevant _____.
- Minimizes _____.

Disadvantages:

- _____ to read, if not well organized.
- _____ consuming to prepare.

What to Include In A Combination Resume

- Skills relevant to the _____.
- _____ work history.
- Post _____ education.
- Membership in _____ and _____.

TONYA JACOBSON

656 Wyndham Road

Teaneck, NJ 07555

(201) 682-1342

OBJECTIVE

Position as a customer service representative.

ORGANIZATION SKILLS

- Developed and maintained customer files.
- Organized checks and receipts for accounting department.
- Developed weekly schedule for 12 coworkers to ensure shift coverage and meet the customers needs.
- Set priorities and budgeted time accordingly.

COMMUNICATION SKILLS

- Developed interpersonal skills with coworkers and
- customers. Helped customers and clients feel at ease and created a pleasant environment.
- As lead, motivated co-workers to challenge themselves toward excellence in customer service.
- Able to retain a sense of humor in tense situations.

TYPING AND RESEARCH SKILLS

- Studied and located information using a variety of sources including the Internet.
- Assisted others with research for materials and references.
- Typed papers and reports, as well as business correspondence.
- Proficient with MS Word.

TELEPHONE SKILLS

- Answered multi-line phone, identified callers needs,
- Answered inquiries and routed calls appropriately.
- Clarified and resolved uncomplicated problems.
- Used friendly and welcoming voice.

WORK HISTORY

- Office Aide Teaneck Jr. College - 1997-1999
- Waitress, Snider's Family Restaurant - 1993-1999

EDUCATION

Teaneck Jr. College – 42 credits toward Associates of Arts

Resume Components

-
-
-

Example Objective:

Position as a Customer Service Representative.

Your Objective:

Example Achievement Statement:

If Tonya has experience in running a day care program and is applying to work in a day care center for children with ages ranging from four months to four years old, his achievement statement might say:

Successfully ran own day care business from home, caring for seven children ranging from six month to three years old.

Your Achievement Statement:

Chronological Resume Worksheet

Name: _____

Address: _____

Phone Number: _____

Objective:

Highlights of Qualifications:

Experience:

Education:

Associations:

Combination Resume Worksheet

Name: _____

Address: _____

Phone Number: _____

Objective:

Highlights of Qualifications:

Skills:

Experience:

Education:

Associations:

--

Resume Critique Sheet

Directions:

Critique the effectiveness of your partner's resume.

1) How is the resume effective?

2) How could the resume be more effective?

Resume Guidelines

- One or two pages
- Develop on a computer
- Print on white or beige, 8 1/2" x 11" bond paper
- Print with an easy-to-read font
- Use category headings
- Use action verbs
- Use numbers to describe responsibilities and accomplishments
- Make clear and concise
- Make sure all the information is accurate
- Do not include:
 - marital status
 - names, ages, and number of children
 - spouse's job
 - age
 - race
 - photograph of yourself
 - religious and political affiliations
 - height and weight
- Do not mention your desired salary
- Do not include names of references
- Proofread for errors

Action Verbs

Useful for Describing Skills, Responsibilities & Accomplishments

analyzed	assessed	administered	allocated
achieved	adjusted	addressed	abstracted
assigned	arranged	appraised	answered
attained	advised	anticipated	assembled
assured	awarded	advocated	attended
assisted	assumed	arbitrated	adjusted
applied	acted	appointed	audited
adapted	accelerated	automated	
balanced	brought	budgeted	bargained
built	broadcast		
counseled	composed	coordinated	cooperated
conceived	chaired	communicated	collected
conducted	created	collaborated	competed
clarified	covered	calculated	contracted
consulted	chose	consolidated	contributed
completed	cut	conceptualized	controlled
contacted	coded	computed	classified
collated	compiled	compared	changed
corrected	commissioned	committed	configured
developed	designed	distributed	diagnosed
disbursed	debated	determined	displayed
delegated	doubled	designated	discovered
described	decided	delineated	decreased
dispersed	detailed	demonstrated	decreased
directed	drafted	defined	decided
dealt	drew		
evaluated	enlisted	established	explained
estimated	examined	encouraged	enforced
exercised	engaged	experienced	expedited
expressed	expanded	experimented	educated
exhibited	edited	executed	exceeded
effected	earned	elected	enabled
ensured	enhanced		
forecast	founded	facilitated	formulated
focused	funded	freelanced	filed
fixed	functioned		
generated	guided	gathered	
handled	helped	hired	
initiated	instructed	interviewed	interpreted
increased	introduced	influenced	implemented
inspected	improvised	investigated	incorporated
informed	integrated	illustrated	introduced
invented	identified	involved	installed
inspired	invited	instituted	improved
integrated			

justified	judged		
lectured	listened	lobbied	located
learned	led		
motivated	managed	maintained	mobilized
monitored	modified	moderated	marketed
mediated	molded	manipulated	mapped
nominated	negotiated	networked	
organized	operated	obtained	ordered
observed	oversaw	originated	
presented	prepared	participated	publicized
perceived	provided	persevered	projected
persuaded	promoted	prioritized	published
performed	produced	processed	purchased
packaged	proposed	programmed	procured
planned	pioneered		
quality assured			
responded	restored	restructured	renegotiated
recruited	recorded	recommended	reorganized
reproduced	reviewed	revitalized	represented
reacted	refined	reevaluated	reconciled
reported	reduced	recognized	redesigned
received	reported	reasoned	reflected
referred	rewrote	risked	reengineered
scheduled	selected	structured	systematized
succeeded	screened	stimulated	symbolized
suggested	served	supervised	synthesized
supported	started	submitted	simplified
surpassed	surveyed	screened	shaped
styled	staffed	solicited	studied
sought	solved	summarized	served
spoke	sold	set	staged
simulated			
trained	testified	tabulated	terminated
taught	traveled	translated	tailored
utilized	updated		
verified	visualized	validated	
wrote	worked		

Key Words

Administration:

Administrative Processes
Budget Administration
Client Communication
Records Management

Front Office Operations
Meeting Planning
Policy and Procedures

Customer Services:

Customer Communications
Customer Surveys
Order Processing

Service Delivery
Service Quality
Key Accounts

Human Resources:

Benefits Administration
Diversity Management
Employee Communications/Relations
Organizational Development

Manpower Planning/Staffing
Labor Relations
Recruitment
Training and Development

Information Systems and Telecommunications Technology:

LAN/WAN
Software Communication
Systems Administration
Technology Solutions

Documentation
Operating Systems
Network Administration
Resource Management

Purchasing:

Bid Review
Contact Negotiations
Inventory Planning/Control

Logistics Management
Procurement
Acquisition Management

Purchasing
Materials Management

Teaching and Education:

Instructional Planning
Career Counseling
Program Development
Instructional Media

Grant Administration
Classroom Management
Curriculum Development
Lifelong Learning

Non-Profit:

Fundraising
Leadership Training
Media Relations
Volunteer Training

Budget Oversight
Mission Planning
Organizational Vision
Special Events Planning

Finance, Accounting and Auditing:

Assets
Audit Controls
Financial Analysis
Strategic Planning

Cash Management
Internal Controls
Job Costing
Financial Reporting

See your FSC for more information.

Scannable Resume Guidelines

In today's job search there is an increasing probability that your resume will wind up in a computer database. By scanning resumes companies can sort through hundreds of applicants to find those who best match their needs and are worth an investment of interview time. Resumes that work best in computer databases have the key words and phrases that are used in a specific field or job.

1. Place your name at the top on its own line.
2. Do not condense spacing between letters.
3. Use bold face and/or all capital letters for headings.
4. Avoid italics and underlining.
5. Avoid vertical and horizontal lines, graphics, and boxes.
6. Avoid using a two-column format.
7. The most commonly recommended font is Courier; ask what works best with their program.
8. Small print is difficult for scanners to read. Use 12-point or larger if at all possible.
9. Use white, off-white, or light beige paper. Gray and blue minimize the contrast.
10. Do not fold your resume. Words in the crease will not scan. Do not staple.
11. Send your resume to a friend -- what does it look like?
12. Get as many opinions as you can; don't forget to take advantage of the professional help available at the Family Service Center.

Mary Anne Cosey
874 Bullymuck Lane
New Milford, CT 06874
640. 254.3782
mac@aol.com

OBJECTIVE

Position as an elementary education teacher in Greenwood County School District.

SKILLS

Over 12 years of teaching experience
Curriculum designer and teacher for a large school
Proficient in teaching culturally diverse populations
Bi-lingual: Spanish and English
Valid Connecticut Teaching Certificate
Team-teacher orientation with strong commitment to the student

EXPERIENCE

Teacher, Montgomery Elementary, 1984–1992

Taught math and science with focus on learning critical thinking skills
Developed curriculum and module plans appropriate to different learning styles and abilities levels
Ensured student-based enrichment activities and field trips
Classroom management focused on accountability, fairness, and consistency
Participated in the Parent Teacher Association meetings
Conducted parent-teacher conferences

Assistant Teacher, Shields Elementary, 1980–1984

Assisted in the design of curriculum and module plans
Taught math, science, English and spelling and geography
Instructed typically developing and special needs children
Participated in the Parent Teacher Association Meetings
Participated in parent-teacher and Individual Education (IE) Plan conferences

CONDUCTED SPECIALIZED TRAINING TO INCLUDE

Adult/Child CPR Certified, Stress Management, Management and Leadership, Cultural Diversity and Awareness

EDUCATION

Certified Teacher, State of Connecticut, 1997
B.A. Education, Bowling Green State University, 1996
Inservice Training – “Working With At Risk Students”
Inservice Training – “Student-based learning”

COMPUTER LITERACY

Experienced in word processing and data software
Updated and maintained database of student records
Skilled in assisting students use the Internet for research

PROFESSIONAL ORGANIZATIONS

Parent Teacher Association Member for Greenwood County
National Association for the Education of Young Children

Resume Checklist

CONTENT	OK
Order of Information	
➤ Does the most important category come first?	
➤ Is the organization logical and clear?	
Completeness	
➤ Are all the major topics emphasized by the employer covered?	
➤ Is each area concise yet complete?	
➤ Are achievements and duties described in specific terms?	
Relevance	
➤ Is there a clear reason for each piece of information?	
➤ Has the information been tailored to a targeted field or job?	
APPEARANCE	OK
Layout	
➤ Is the resume limited to two pages?	
➤ Is the resume appealing and easy to read?	
➤ Does it use headings effectively?	
➤ Does it use white space, indentation, underlining, capitals effectively?	
➤ Does it have a professional look?	
➤ If appropriate, does it meet scannable guidelines?	
Consistency	
➤ Are layout features, including headings, spacing, type face and ink, consistent throughout?	
➤ Are the wording and verb tense consistent throughout?	
LANGUAGE	OK
Word Choice	
➤ Are action verbs or nouns (key words for scannable resumes) used?	
➤ Are inappropriate jargon and military terms and abbreviations avoided?	
➤ Is the language clear and straightforward?	
Mechanics	
➤ Are there any errors in spelling, grammar or punctuation?	
➤ Are there any typographical errors?	

Cover Letter Components

[Your name and address]

[Date]

Mr. John Smith
Human Resource Director
DCA Corporation
6254 Main Street, Suite 200
Washington, D.C. 35821

Dear Mr. Smith:

[First paragraph includes...]

- Your reason for writing.
- The position you are applying for.
- How you found out about the job opening.
- Information you know about the organization.

[Second paragraph includes...]

- Mention your enclosed resume.
- Summarize your relevant knowledge, skills, and accomplishments.
- Indicate why hiring you would be beneficial to the organization.

[Third paragraph includes...]

- Restate your strong interest in the job.
- Mention that you will follow up with a phone call in a week.
- Give your phone number.

Sincerely,

[Sign your name]

[Print your name]

Cover Letter Guidelines

- No more than _____ page.
- Address your letter to the person in charge of _____.
- Be formal, polite, honest, and _____.
- Print on _____ that matches your resume.
- Use the _____ used on your resume.
- _____ for errors.
- _____ your letter.

Sample Cover Letter

Renee Summer
11223 South Shore Road
Reston, VA 22090

February 20, 20XX

Ms. Mary Smith
Personnel Director
DelRay, Inc.
123 Marina St., Suite 200
Laguna Hills, CA 92037

Dear Ms. Smith:

In response to your ad in the *LA Times* on February 15, 20XX for Vice President of Marketing, I am enclosing my resume for your consideration.

I was particularly attracted to this position because of my interest in helping business publicize and sell their products, as well as the international arena of travel and marketing.

As you will notice on my resume, I have extensive experience and skills that are relevant to this position. My particular expertise is in project management, budgeting, and relationship building. I strongly feel that my talents could be valuable to DelRay, Inc., in achieving its corporate goals. If you require further information, please contact me at (703) 437-3748.

I will call you next week to follow-up.

Sincerely,

[Sign your name]

Renee Summer

Sample Cover Letter

Tonya Jacobson
656 Wyndham Road
Teaneck, NJ 07666

June 18, 20XX

Mr. Mikkelson
Human Resource Manager
Airport Services Center
1457 Locust Street
Trenton, NJ 08640

Dear Mr. Mikkelson:

In response to your ad in the *New York Times* on June 1 for a Customer Service Representative, I am enclosing my resume for your consideration.

I was particularly attracted to this position because of my interest in working with people over the phone. One of the challenging aspects of that is identifying a customer's need through what they say and how they say it. Asking questions is key to understanding what people saying.

I have experience working on the telephone and believe you will find that an asset for the position as a Customer Service Representative. If you require further information, please contact me at (201) 682-1342. I look forward to hearing from you soon.

Sincerely,

[Sign your name]

Tonya Jacobson

Sample Cover Letter

Mary Anne Cosey
874 Bullymuck Lane
New Milford, CT 06874

September 8, 20XX

Mr. Marc Johnson
Principal
ABC Elementary School
34 Muddy Puddle Way
New Fairfield, CT 06858

Dear Mr. Johnson:

In response to your ad in the *Examiner* on September 5, I am enclosing my resume to consider for the Teaching position in the Greenwood County School District.

I am attracted to this position because of my interest in helping children learn. Also I enjoy the challenge of adding creativity to instruction so the children enjoy learning.

My organization skills and ability to manage multiple tasks while remaining calm will prove beneficial to your organization. I believe you will find my skills a match for the position of Teacher at ABC Elementary. If you require further information, please contact me at (640) 254-3782. I look forward to speaking with you and will be in touch next week.

Sincerely,

[Sign your name]

Mary Anne Cosey

Enclosure

Electronic Communication

Advantages:

- Get to the potential employer _____.
- E-mail resumes cannot get _____.

Disadvantages:

- Facsimiles may be less legible and more _____ to read.
- E-mail can be accidentally _____ before printing a hard copy.

Resume Follow-up Guidelines

When: Approximately one week after sending out your resume

Why: Enables manager to connect a live person to _____.

Verify resume was _____.

Receive _____.

Emphasize your relevant knowledge, skills, experience, and
_____.

Find out when chosen applicants will be _____.

***Use effective telephone skills and use a friendly
tone of voice, listen, and thank the listener
for the time.***

Resume Follow-up Critique Sheet

Directions:

Critique the effectiveness of the applicant's follow-ups.

Applicant #1

1. What did the applicant do effectively when following up?
2. What could the applicant have done more effectively?

Applicant #2

1. What did the applicant do effectively when following up?
2. What could the applicant have done more effectively?

Course Date _____ **Instructor(s)** _____

We want to provide you with the best possible training. Your reactions to this module will help us improve the training. Please circle one of the following five choices for each question:

SA (Strongly Agree); **A** (Agree); **N** (Neutral/Unsure); **D** (Disagree); or **SD** (Strongly Disagree).

Meeting Course Objectives:

- | | | | | | |
|---------------------------------------|----|---|---|---|----|
| 1. Complete a job application. | SA | A | N | D | SD |
| 2. Develop an effective resume. | SA | A | N | D | SD |
| 3. Develop an effective cover letter. | SA | A | N | D | SD |
| 4. Follow up on a resume. | SA | A | N | D | SD |

Contents:

- | | | | | | |
|---|----|---|---|---|----|
| 5. The amount of information covered was appropriate for the length of this module. | SA | A | N | D | SD |
| If you answered N, D or SD, was the amount of information covered: | | | | | |
| Too much? _____ Too little? _____ | | | | | |
| 6. The learning materials were clear and well organized. | SA | A | N | D | SD |
| 7. The examples used were appropriate for my situation. | SA | A | N | D | SD |

Instructor(s):

- | | | | | | |
|---|----|---|---|---|----|
| 8. The instructor(s) presented information clearly and understandably. | SA | A | N | D | SD |
| 9. The instructor(s) was/were available and responded to my questions and concerns. | SA | A | N | D | SD |

Course Administration:

- | | | | | | |
|---|----|---|---|---|----|
| 10. The length of the module was appropriate. | SA | A | N | D | SD |
| If you answered N, D or SD, was the module: | | | | | |
| Too long? _____ Too short? _____ | | | | | |
| 11. The classroom was comfortable. | SA | A | N | D | SD |
| 12. Breaks were adequate and well spaced. | SA | A | N | D | SD |

Overall:

- | | | | | | |
|---|----|---|---|---|----|
| 13. There was a good balance between exercises and lecture. | SA | A | N | D | SD |
| 14. I feel that I understand the ideas underlying the content we covered. | SA | A | N | D | SD |
| 15. How did you hear about this course? | | | | | |

Comments: (Use back if necessary)

